

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh profitabilitas yang diukur dengan *return on asset* dan *return on equity*, likuiditas yang diukur dengan *current ratio* terhadap nilai perusahaan yang diukur dengan *price to book value* pada perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini sebanyak 18 perusahaan. Sampel dalam penelitian ini dengan menggunakan *purposive sampling*, yaitu pemilihan sampel dengan kriteria yang telah ditentukan. Berdasarkan teknik *purposive sampling* tersebut didapatkan sebanyak 11 sampel dari 18 perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia periode 2014-2017. Metode analisis yang digunakan adalah regresi linier berganda dengan menggunakan program SPSS (*statistic package for the social science*) versi 25.

Hasil penelitian menunjukkan bahwa profitabilitas yang diukur dengan *return on asset* berpengaruh tidak signifikan terhadap nilai perusahaan dan *return on equity* berpengaruh signifikan terhadap nilai perusahaan. Sedangkan likuiditas yang diukur dengan *current ratio* berpengaruh signifikan terhadap nilai perusahaan.

Kata kunci: profitabilitas, likuiditas, nilai perusahaan

ABSTRACT

This research aimed to examine the effect of profitability which was measured by Return On Asset and Return On Equity; in addition, likuidity which was measured by Current Ratio on the firm value which measured by Price to Book Value of Food and Beverage companies which where listed on Indonesian Stock Exchange.

The research was quantitative. While, the population was 18 companies. Moreover, the data collection technique used purposive sampling in which the collection based on criteria given. In line with, there were 11 out of 18 Food and Beverage companies which were listed on Indonesian Stock Exchange 2014-2017. Moreover, the data analysis technique used multiple linier regression with SPSS (Statistic Package for the Social Science) version 25.

The research result concluded the profitability which was measured by Return On Asset had insignificant effect on the firm value. On the other hand, the Return On Equity had significant efeect on the firm value. Likewise, the likuidty which was measured by Current Ratio had significant effect on the firm value

Keyword: Profitability, Likuidity, Firm Value

